MILWAUKEE SCHOOL OF ENGINEERING
NEWS RELEASE
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MSOE
NEWS SERVICES

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WMSE To Resume 24-Hour Programming March 18

MILWAUKEE, WI -- Rod Gnerlich, MSOE executive director of public relations announced today that the college's radio station, WMSE (91.7 FM), will return to 24 hour broadcasts beginning at 12:01 a.m. Monday, March 18.

In making the announcement Gnerlich added that the expansion of broadcast hours will **not** be accompanied by changes in the existing musical format. WMSE originally operated on a 24-hour basis until Jan. 23, 1989, when it cut back broadcast operations to 6 a.m.-midnight for security reasons.

"During the last year, we have strengthened our station access procedure, with the help of the MSOE public safety department. The improved security at the station, which obviously affects the Margaret Loock Residence Hall in which WMSE is located, encouraged us to re-examine 24-hour programming," Gnerlich said.

"The station's staff is continually aware that WMSE's residence hall location requires good station security to help create a safe environment. Our first obligation is to those student residents."

WMSE General Manager Bob Betts stated that MSOE student disk jockeys will staff the new program slots with strict limits on the number of individuals permitted in the station during that time. "During the summer when our students go home, we will use temporary disk jockeys, either from

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our substitute list of trained community volunteers or possibly students from broadcast programs at other area colleges.

Betts added that the station would continue its alternative programming into the midnight-6 a.m. time period.

In conjunction with the station's 10th Anniversary activities, Betts also announced:

..A 10th Anniversary Benefit to be held Friday, March 15, at Shank Hall, 1434 N. Farwell beginning at 9 p.m. featuring local bands Ape Man and Three on Fire, the Drag Hounds from Minnesota and Pegboy from Chicago. (The Drag Hounds are recording on the Crackpot and Rough Trade labels and Pegboy on the Quarterstick and Touch and Go label.) Admission is $5.

..Various WMSE alumni, most of them from the original group that helped create and drive the station in 1981, and celebrity disk jockeys will host programs. Scheduled are:

Tuesday, March 12

Steve Lamers - 8-9 p.m.
"Commander" Todd Ciske - 6-7 p.m.
Rich Majeski - 7-8 p.m.

Wednesday, March 13

Dr. Barry Baumann -- 3-4 p.m.
Marty "Mort D'Hump" Wiedmeyer -- 8:30-9:30 p.m

Thursday, March 14

Joe "Wolfman" Ryan -- 6-7 p.m.

Friday, March 15

Jim Ponstein -- 1-2 p.m.

Saturday, March 16 - 9 p.m. to midnight

Chris "C.J." Jacobson
John Rama
Dean Hock
Wes Palmer
Marty Wiedemeyer
"Commander Todd" Ciske
Rich Majeski
Jeff Herwig
Mark Kappel

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..Creation of a commemorative plaque honoring the original members of the old MSOE Radio Broadcasters Club and the community volunteers who helped establish WMSE as a radio alternative in Milwaukee.

..A private reception for WMSE alumni disk jockeys and current staff on March 16 from 3-6 p.m.

..A new WMSE logo, to be unveiled in April, replacing the long-standing "guitar smasher". "The old logo served us well for the first 10 years," Betts said. "But we wanted one that also reflects WMSE's link to MSOE itself. Hopefully, it may also convey that, just as our college is at the leading edge of technology, WMSE is at the forefront of music."

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